## Exhibit 20 to Mao Declaration ISO Plaintiffs' Motion for Leave to Amend Complaint

Public Redacted Version

## Message

From: Arne de Booij

Sent: 10/22/2020 7:38:14 AM

To: Jonathan McPhie

Subject: Re: Program Review: Privacy Surfaces

PAPA @@ - glad to have you back in PDPO

On Wed, Oct 21, 2020 at 8:35 PM Jonathan McPhie wrote: Wrote: I thought we agreed on PAPA?!? (Product Area Privacy Advancement)

My xPA work is a good "excuse" to try to tie together some different threads around N3/FNC and PS/PN. We need to give the PA a coherent, ordered list of what we what to accomplish with them in 2021. It will change almost the moment we write it up, but the exercise itself is important, IMO. I'm working on a strawperson deck that should serve as a good punching bag - expect an update on this next week.

On Wed, Oct 21, 2020 at 6:42 AM Greg Fair wrote: Working on a name for Jonathan's xPA engagement group. :)

On Wed, Oct 21, 2020 at 6:11 AM Mimosa Lynch wrote: QQ What is the PA privacy program?

On Wed, Oct 21, 2020 at 4:01 PM Sam Heft-Luthy wrote:

I think two big things:

- 1) Finding a new approach to consent should be clearly on our radar as UFP and we need to make sure we're clearly articulating and pushing for that between N3 and PrivacyNative, and setting up to deliver on that with the surfaces we build
- 2) We need to coordinate within UFP and as part of Jonathan's PA privacy program more actively for Reassure and other in-context consent on/off-ramps

I think bringing in more proactive work into the products through both Reassure and a product-specific destination with Privacy Checkup suggestions fits in Rahul's request, so I think our general roadmap stays pretty similar.

@Greg Fair for if anything contradicts where Rahul wants to see us go within UFP

On Wed, Oct 21, 2020 at 5:37 AM Mimosa Lynch wow - my typing skills are super questions.

But question still there, do you think things will change based on this feedback.

Thanks!

Mimosa

On Sat, Oct 17, 2020 at 10:46 AM Mimosa Lynch wrote: Thank you Sam for the debrief on this!

Tangibly.hpw does the feedback given here change the roadmap.and the upcoming plans for Q4 and 2021, if at all?

Thanks! Mimosa

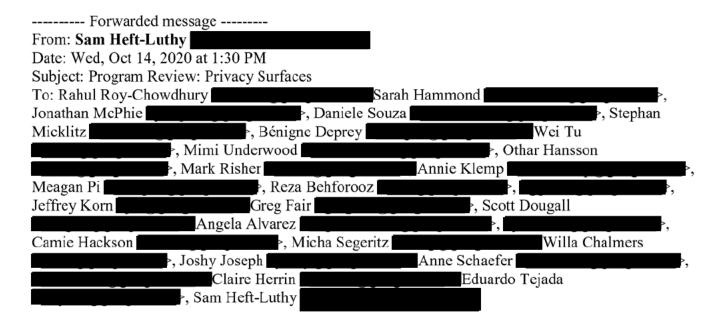
On Thu, Oct 15, 2020, 02:55 Sam Heft-Luthy wrote:

BTW, another big thanks to all who helped pull stuff together, especially Elyse Bellamy

Lin Jess Chen Tucker Bryant and Raquel Ruiz!

On Wed, Oct 14, 2020 at 2:20 PM Sam Heft-Luthy wrote: Deck and notes from today's review. Highlights:

- Some good discussion on better metrics, which point to two "philosophies of success" in privacy (I think both of which are important):
- o User trust and affect giving users a *sense* of the system as working to their benefit. Important but gameable without actually improving any of the underlying conditions, remains our higher-level goal
- o Concrete risk models being addressed users reckon with tradeoffs and are in a position of self-determination w.r.t. how their data is shared. More tangible, but more difficult in Privacy than Security because of our tangled consent approach
- Rahul called out a concern that we're stretching ourselves thin, especially given that we are doing a lot to get users to understand a system that is just fundamentally difficult to get (WAA, GAP, etc.). He argues that we should prioritize landing our short-term commitments for N3 consent, any long-term work to reimagine consent, and efforts like Reassure. Greg mentioned that having the right channels in place when that reimagination comes is still vital, but Rahul also said that given, say, PAA, that reimagination may not be too far off!
- Good talk on executing on PA partnerships in general, a tension between carrot and the stick. Is privacy a tax, which means PDPO needs to be more aligned in wielding a big stick, or is it a benefit to PA goals, which means PDPO needs to be more responsive to PA needs. Probably both, but for us to think through as we work with Jonathan McPhie on our approach



Thank you all for coming to today's review.

Here is the deck we ran through:

https://docs.google.com/presentation/d/1JzBPuzC3RgoGDd1YzjwD0mM2aI5h7dQrJpCvWq3LhnY/edit#slide=id.g285eae3f80 2 1

And here are the notes (thanks Jonathan!):

https://docs.google.com/document/d/1LWXmOOUGdHZ1l2J2ffHevK9NrpskF\_mdurFm52ePVm8/edit?ts=5f874ae0

## **Program Review: Privacy Surface**

Wed Oct 14, 2020 11am - 12pm

SVL-CRSM1265-5-Hunter2 (3) [GVC, Phone] (map)

Join with Google Meet meet.google.com/cit-bico-xig

Join by phone

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## More phone numbers

- Daniele Souza
- Rahul Roy-Chowdhury
- Reza Behforooz
- Greg Fair
- Jonathan McPhie
- Sam Heft-Luthy
- Micha Segeritz
- Scott Dougall
- Mimi Underwood
- Angela Alvarez
- Anne Schaefer
- Eduardo Tejada
- Joshy Joseph
- Sarah Hammond
- Bénigne Deprey
- Willa Chalmers
- Stephan Micklitz
- Wei Tu
- Mark Risher
- Claire Herrin
- Meagan Pi
- Camie Hackson
- Jeffrey Korn
- Othar Hansson
- Annie Klemp

**Topic Owners: Othar** 

Program Reviews are pre-determined and are aligned thematically to Core's four themes: Helpful, Trust, Excellence and Efficiency. Program Reviews will occur monthly and depending on the theme, your program review may occur 3 or 4 times a year. go/userpdpo-reviewguide

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Mimosa Lynch | PDPO PgM go/pdpo-muc | |

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Arne de Booij - UX Researcher - PDPO